

# Memorandum



**Date:** December 13, 2011  
**To:** Honorable Carlos A. Gimenez  
Mayor  
**From:** Lester Sola  
Director  
Internal Services Department  
**Subject:** Recommendation to Award  
Publishing Services contract for the Port of Miami

## RECOMMENDATION

It is recommended that the County Mayor approve award of this contract to Clements Publishing Co. for purchase of publishing services for the Seaport Department.

**CONTRACT NUMBER:** 8368-0/16  
**CONTRACT TITLE:** Publishing Services for Port of Miami Directory  
**TERM:** Five years  
**APPROVAL TO ADVERTISE:** October 3, 2011  
**METHOD OF AWARD:** To the responsive and responsible bidder whose offer represents the highest revenue to the County.  
**PREVIOUS CONTRACT AMOUNT:** \$15,000 in revenue to the County for one year.  
**CONTRACT AMOUNT:** \$25,000 in revenue to the County for five years.

## BACKGROUND

The contractor shall provide all required resources needed to develop, publish, and deliver the Port of Miami Directory for the Seaport Department. The Contractor shall handle all aspects of advertisement for the Port of Miami Directory and will pay the County a flat fee for each annual directory.

The previous contract provided the County with revenue of \$15,000. However, the challenging global economic conditions have impacted the advertising market and typical revenues have dropped. The Seaport Department is willing to accept the reduction in revenue as compared to the previous contract as the Department benefits by not having to invest time, money, or manpower to write and print this publication.

## **USING/MANAGING AGENCY AND FUNDING SOURCE:**

Department	Estimated Revenue	Funding Source	Contract Manager
Port of Miami	\$ 25,000	N/A - Revenue Generating	Andria Muniz
<b>Total</b>	<b>\$ 25,000</b>		

**PROCUREMENT CONTRACTING OFFICER:** Roma Campbell

**VENDOR RECOMMENDED  
FOR AWARD:**

Awardee	Address	Principal
Clements Publishing Co. (Non-Local Vendor)	13901 Sutton Park Drive, Suite 400 Jacksonville, FL 32224	Michael Clements

**VENDORS NOT  
RECOMMENDED FOR AWARD:** None

**CONTRACT MEASURES:** No measures - revenue generating

**LIVING WAGE:** The services being provided are not covered under the Living Wage Ordinance.

**USER ACCESS PROGRAM:** The User Access Program provision does not apply as this is a revenue generating contract.

**LOCAL PREFERENCE:** The Local Preference was applied in accordance with the Ordinance.

**ESTIMATED CONTRACT  
COMMENCEMENT DATE:** Upon approval by the County Mayor

**Approved**



Carlos A. Gimenez  
Mayor

12/23/11  
Date

c: Miriam Singer, CPPO, Assistant Director, Internal Services Department